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DEPT. OF AGRICULTURE

Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

June 1957



HPD - 45

August 1957

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, BUTTER,
AND MARGARINE, JUNE 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

FLUID MILK 1/

Total: Householders purchased almost 1,200 million quarts of fluid milk (whole and skim) in June 1957, about 6 percent more than in June 1956. Cumulative purchases for April-June this year also were up about 6 percent. Slightly more than 85 percent of all families bought fluid milk in June 1957 compared with 82 percent a year earlier. 2/ Per capita purchases this June, at 7.2 quarts, were about 4 percent higher than in June 1956. 3/

Gains in use occurred during April-June 1957 in spite of price increases from a year earlier approximating one-half cent per quart for whole and skim milk.

Fluid Whole Milk: During June 1957, U. S. householders bought 1,130 million quarts of fluid whole milk, down 20 million quarts from the preceding month but up 66 million from a year earlier. 4/ The quantity bought for home use during April-June 1957 was over 200 million quarts greater than in the corresponding 3-month period a year earlier, an increase of about 6 percent. Whole milk bought in June this year continued at 94 percent of the total volume of all consumer purchases of fluid milk.

Consumers in this survey paid 22.8 cents per quart equivalent for fluid whole milk in June 1957 compared with 22.4 cents a year ago and 21.6 cents in June 1954. Household consumers paid 18.2 cents per quart equivalent for whole milk purchased in gallon units, unchanged from June 1956. Prices paid for whole milk bought in half-gallons, at 21.6 cents per quart equivalent, were up fractionally while prices of single quarts at 24.3 cents were one cent higher than in June a year earlier (table 5).

Buying of milk in half-gallon units continued to register sharp gains

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

3/ Per capita purchases are based on total U. S. civilian, non-institutional population.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

over a year earlier. Householders purchased about 29 percent more whole milk in half-gallon containers this June than in June 1956. During June 1957 about 423 million quarts of whole milk were purchased in the half-gallon container, nearly 95 million quarts greater than in June 1956, and more than 220 million quarts over the purchase volume 3 years earlier. Purchases of whole milk in gallon containers were up about 13 percent, while the volume bought by U. S. householders in single-quarts was 6 percent less than in the same month in 1956. During June 1957, consumer buying of whole milk in single-quarts accounted for 55 percent of total purchases, half-gallon containers, 38 percent, and gallon containers, 7 percent. In June a year earlier, purchases of whole milk in single quarts represented about 62 percent of the volume bought by householders. Increased purchases of whole milk in half-gallon units have been almost wholly responsible for the decrease in single-quart buying.

Fluid Skim Milk: Skim milk purchases by householders in June 1957 totaled almost 69 million quarts, up about 4 percent from a year earlier and 23 percent higher than the level reported 3 years ago. ^{5/} Per capita purchases remained unchanged at 0.41 quarts. There was a slight rise in the percentage of all families buying fluid skim milk (table 3).

Householders in this survey paid 18.9 cents per quart equivalent for fluid skim milk in June 1957, up 0.4 cents per quart from a year earlier. Prices paid for skim milk bought in single-quart and half-gallon containers were 0.5 cents and 0.7 cents higher, respectively, than in June 1956. The price paid for skim milk purchased in gallon units was fractionally lower.

Purchases of skim milk items in single-quart containers accounted for about three-fourths of the total volume of this product bought for household use in June 1957, with purchases in half-gallon units making up most of the remainder. The quantity of skim milk bought in gallon containers at 3 million quarts, representing slightly more than 4 percent of total purchases, was up 600,000 quarts from June a year earlier and 1.3 million quarts from the preceding month (table 6).

Nonfat Dry Milk: June 1957 purchases of nonfat dry milk by household consumers amounted to 12 million pounds, down about 9 percent from the preceding month and 3 percent less than in June 1955. The quantity bought monthly on a per capita basis--slightly under one-tenth of a pound--was down about 5 percent from two years earlier. The average size of purchase at 23 ounces was almost 13 percent higher than in June 1955, and in April-June 1957 the average quantity bought each time by a buying family was nearly 20 percent larger than in the comparable period two years earlier (table 1).

Household consumers paid 41.6 cents per pound for nonfat dry milk in June 1957, compared with 39.9 cents in June 1955 and 37.3 cents in June 1954.

^{5/} Fluid skim milk includes skim, fortified skim, buttermilk, and flavored milk drinks.

This is the highest price reported paid in this series of reports, exceeding the previous high in January 1955 by more than 1 cent per pound.

BUTTER

United States household consumers bought 61.9 million pounds of butter in June 1957, up 2.6 million pounds, or about 4 percent, from June a year earlier. The June purchase volume reflected a seasonal decline from May of 3.5 million pounds. The May to June average decline in household purchases during the four preceding years was nearly 3.2 million pounds. Reporting families paid slightly less than 70 cents per pound for butter this June, down fractionally from May but up 2 percent from June 1956 (table 7).

During June 1957, 45 percent of all families made a butter purchase, slightly higher than in June 1956.

Butter was purchased at the rate of 0.37 pound per person during June 1957, up 2 percent from a year earlier. The average quantity purchased in June 1957, about 1.1 pounds, was up about 3 percent from the preceding year and was the highest reported for the month in this series. However, the June 1957 frequency of purchase per buying family, about 2.5 times, was 2 percent lower than a year earlier and was the lowest reported for June in the 5-year series.

MARGARINE

United States householders purchased almost 93 million pounds of margarine in June 1957, 6 percent less than in the preceding month but 4 percent more than in June 2 years earlier. Both the proportion of families buying margarine--58.6 percent--and the quantity purchased per person--0.56 pounds--were higher this June than in the comparable month in 1955. Per capita purchases were at the highest rate yet reported for this month. This also was true for the proportion of families buying, over one percentage point higher than the 1955 level.

Families continued to buy more margarine with each purchase this June as compared with the corresponding month in previous years but have reduced the number of purchases. The frequency of purchase per buying family averaged just over 2 times per month while the average size of purchase was about 1.5 pounds.

The average price paid for margarine in June 1957 was 26.1 cents per pound compared with 24.7 cents per pound in June 2 years ago. The absolute difference between butter and margarine prices this June was 43.5 cents per pound while in June 1955 it was 41.8 cents per pound.

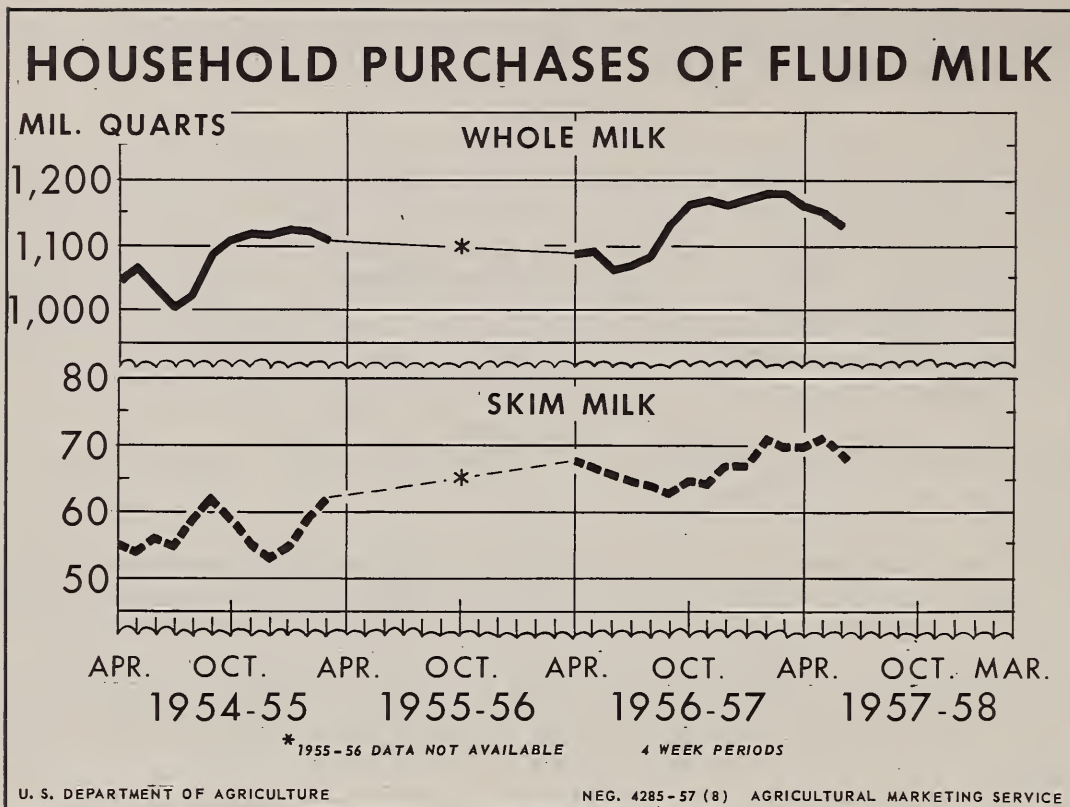


Figure 1

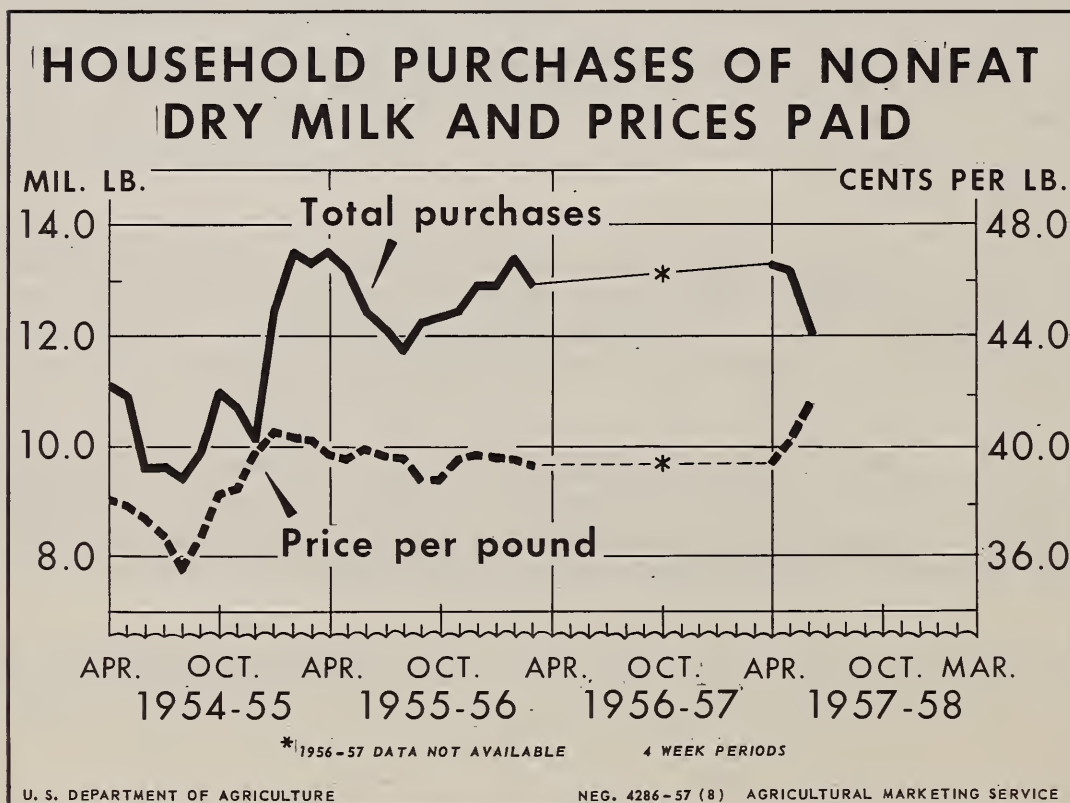


Figure 2

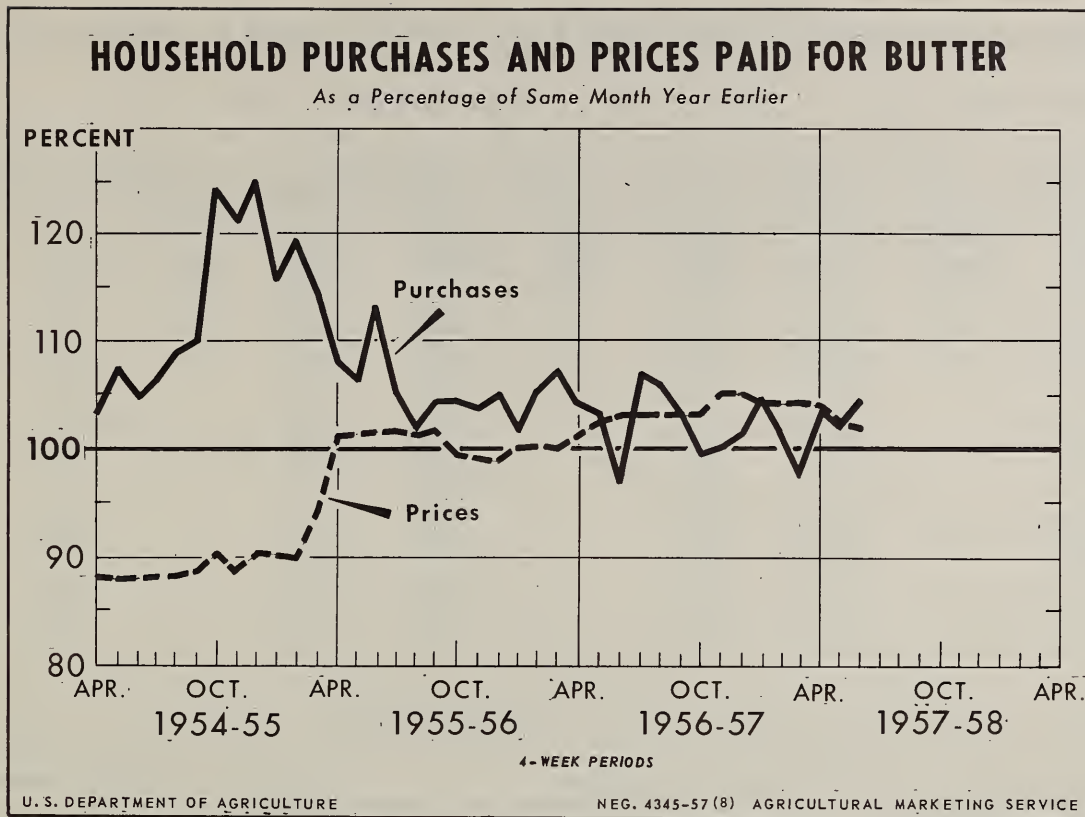


Figure 3

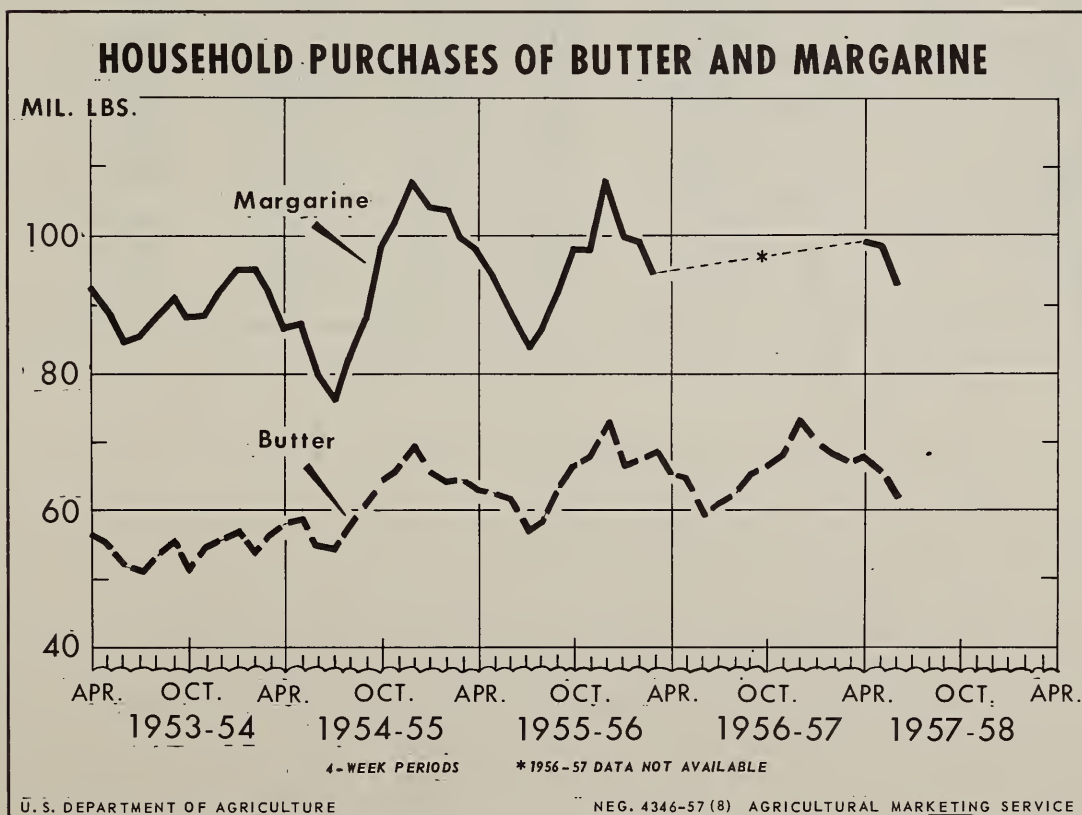


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....	13,192	13,180	10,880	79.8	81.6	68.9	24.8	19.9	21.1
June.....	12,043	12,420	9,560	72.9	76.9	60.5	23.0	20.4	22.6
July.....		12,140	9,560		75.8	60.1		20.5	23.5
August.....		11,720	9,410		73.1	59.1		20.0	22.6
September.....		12,230	9,910		76.3	62.3		20.8	22.0
October.....		12,330	10,860		76.5	67.7		21.3	20.6
November.....		12,420	10,660		77.0	66.5		21.5	20.3
December.....		12,880	10,110		79.9	63.1		21.5	19.9
January.....		12,910	12,360		80.0	77.1		21.1	18.9
February.....		13,350	13,510		82.7	84.2		21.5	18.8
March.....		13,090	13,280		81.2	82.8		21.8	18.6
	Average price paid								
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	Cents	Cents	Cents	Cents	Cents	Cents			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....	40.1	39.5	37.8	37.3	35.4	36.1			
June.....	41.6	39.9	37.3	38.6	35.8	35.4			
July.....		39.7	36.4		35.8	34.8			
August.....		39.6	35.5		35.9	33.7			
September.....		38.7	36.7		34.9	34.1			
October.....		38.7	38.3		35.4	35.0			
November.....		39.5	38.5		36.1	35.9			
December.....		39.7	39.7		36.6	35.6			
January.....		39.6	40.5		36.2	36.1			
February.....		39.5	40.3		36.3	35.8			
March.....		39.3	40.2		35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....	84.3	82.8	80.9	82.8	80.9	79.5	20.0	19.2	18.0
June.....	85.3	82.0	81.6	83.7	80.4	80.1	20.5	20.0	19.4
July.....		83.5	81.1		82.0	79.8		20.5	19.3
August.....		83.6	81.9		82.6	80.5		20.7	19.8
September.....		83.2	81.4		82.4	80.0		19.6	19.2
October.....		83.6	82.9		82.2	81.4		18.6	17.9
November.....		83.9	82.7		83.1	81.3		18.8	18.2
December.....		84.3	82.6		82.6	81.1		19.0	16.7
January.....		84.0	81.8		81.6	80.2		19.5	18.9
February.....		83.3	83.2		81.6	82.0		20.4	18.7
March.....		84.6	81.9		83.0	80.3		19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....	7.39	7.15	7.07	6.96	6.74	6.74	0.43	.41	.34
June.....	7.25	6.96	6.90	6.84	6.55	6.54	0.41	.41	.35
July.....		7.01	6.65		6.60	6.31		.41	.35
August.....		7.10	6.79		6.70	6.42		.40	.37
September.....		7.39	7.19		7.00	6.80		.39	.39
October.....		7.53	7.31		7.13	6.94		.40	.37
November.....		7.56	7.31		7.17	6.97		.39	.34
December.....		7.55	7.31		7.14	6.98		.41	.33
January.....		7.55	7.35		7.14	7.01		.41	.34
February.....		7.59	7.36		7.16	6.99		.43	.37
March.....		7.61	7.34		7.18	6.96		.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....		1,067	1,003		22.5	21.8
August.....		1,083	1,021		22.7	22.0
September.....		1,131	1,082		22.8	22.2
October.....		1,163	1,112		23.0	22.3
November.....		1,170	1,117		23.1	22.4
December.....		1,164	1,119		23.2	22.4
January.....		1,173	1,125		23.3	22.3
February.....		1,176	1,121		23.3	22.3
March.....		1,180	1,116		23.2	22.1
	Fluid skim milk					
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....		65.4	55.3		18.6	18.6
August.....		64.0	59.2		18.8	18.7
September.....		63.4	61.7		18.9	19.2
October.....		64.9	58.7		19.1	19.0
November.....		63.7	55.0		19.3	18.9
December.....		66.6	53.0		19.4	18.8
January.....		66.9	54.6		19.4	18.8
February.....		71.2	58.7		19.3	18.6
March.....		70.5	61.6		19.4	18.5

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....		651	745		341	204		73.6	53.7
August.....		653	759		356	208		73.4	54.0
September.....		674	801		379	219		77.3	61.3
October.....		687	816		394	230		81.4	66.2
November.....		683	811		405	242		81.8	62.3
December.....		678	805		403	247		82.7	66.3
January.....		681	800		412	254		79.0	69.2
February.....		675	790		418	256		81.6	74.4
March.....		671	783		426	260		82.8	70.9
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....		23.5	22.7		21.3	19.7		18.3	16.8
August.....		23.7	22.8		21.6	20.1		18.5	17.2
September.....		23.9	23.1		21.7	20.4		18.6	17.2
October.....		24.2	23.2		21.9	20.6		18.5	17.6
November.....		24.4	23.2		22.0	20.7		18.5	17.8
December.....		24.5	23.3		22.1	20.5		18.6	18.2
January.....		24.5	23.2		22.2	20.5		19.0	17.9
February.....		24.5	23.3		22.1	20.5		18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 0.7 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....		50.2	48.5		12.9	4.4		2.2	2.3
August.....		49.9	50.6		11.9	5.5		2.1	3.0
September.....		48.3	53.3		13.5	5.4		1.6	2.8
October.....		49.2	51.4		13.6	4.8		2.1	2.2
November.....		48.8	48.9		13.4	4.4		1.5	1.7
December.....		50.4	46.4		14.0	4.7		2.1	1.7
January.....		49.8	46.0		15.2	6.5		1.8	2.0
February.....		53.9	50.2		15.0	6.4		2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....		19.5	19.3		16.1	16.1		11.1	9.2
August.....		19.5	19.4		16.8	16.6		12.1	9.5
September.....		19.9	20.1		16.5	15.4		10.2	9.4
October.....		20.0	19.5		17.0	17.2		11.0	12.4
November.....		20.0	19.4		17.3	15.8		12.9	10.7
December.....		20.1	19.2		17.8	17.1		13.4	10.8
January.....		20.0	19.3		17.9	16.7		12.9	12.6
February.....		20.0	19.1		17.9	16.6		12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7 ---Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....		61.0	57.0	54.2	50.9		377	356	341	332
August.....		62.2	58.7	57.9	53.3		385	366	364	348
September.....		65.2	63.1	60.4	55.1		404	394	379	360
October.....		65.8	66.0	63.2	51.0		403	409	394	331
November.....		68.1	68.0	65.7	54.4		418	422	410	353
December.....		73.0	72.4	69.2	55.5		448	449	432	361
January.....		69.2	66.2	65.3	56.6		421	411	407	367
February.....		67.9	67.2	63.8	53.4		413	417	398	346
March.....		66.5	68.3	64.0	56.3		405	423	399	365
	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....		45.5	44.0	42.2	43.3		68.5	66.7	65.8	74.5
August.....		46.0	45.1	43.3	44.2		68.5	66.7	66.0	74.7
September.....		46.6	46.1	43.1	45.9		69.2	67.4	66.4	74.9
October.....		46.3	46.3	45.4	43.7		69.8	67.7	68.1	75.3
November.....		47.6	47.6	46.2	44.8		70.9	67.6	68.2	76.6
December.....		48.8	49.0	48.5	44.4		71.1	67.8	68.6	76.0
January.....		46.4	46.9	45.5	42.8		70.8	68.0	68.2	75.6
February.....		46.1	46.5	45.6	42.2		70.6	67.8	67.7	75.2
March.....		45.2	47.2	45.4	44.1		70.4	67.5	67.6	72.2

(continued)

Table 7 .--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....		2.47	2.45	2.65	2.58		1.10	1.09	1.09	1.04
August.....		2.52	2.50	2.81	2.67		1.10	1.08	1.08	1.03
September.....		2.62	2.58	2.86	2.69		1.09	1.09	1.09	1.03
October.....		2.62	2.68	2.84	2.59		1.10	1.10	1.09	1.02
November.....		2.61	2.66	2.88	2.65		1.11	1.11	1.09	1.04
December.....		2.71	2.70	2.66	2.68		1.12	1.13	1.11	1.05
January.....		2.70	2.65	2.73	2.90		1.11	1.10	1.09	1.04
February.....		2.66	2.70	2.65	2.73		1.11	1.10	1.10	1.04
March.....		2.68	2.68	2.67	2.75		1.11	1.11	1.09	1.04

Table 8 .--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....		83.6	76.2	85.5		522	479	558
August.....		86.6	82.7	88.0		540	520	574
September.....		91.5	87.8	91.1		571	552	595
October.....		97.8	98.7	88.2		606	616	573
November.....		97.8	101.8	88.5		607	635	575
December.....		107.3	107.4	91.8		666	670	597
January.....		99.8	103.9	94.6		619	648	614
February.....		99.2	103.4	94.7		615	645	600
March.....		94.3	99.4	91.7		585	620	581

(continued)

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....		55.9	53.5	57.7		24.8	26.9	26.0
August.....		57.1	55.7	58.7		25.0	26.8	26.1
September.....		58.0	58.0	59.9		25.1	26.8	25.8
October.....		59.2	62.4	58.9		24.7	26.2	25.4
November.....		60.6	63.4	60.0		24.7	25.5	26.0
December.....		63.4	63.7	60.0		24.6	25.7	26.7
January.....		59.9	63.2	58.7		24.4	25.7	26.7
February.....		60.0	63.3	60.7		24.3	25.7	25.8
March.....		59.4	61.6	59.8		24.6	25.5	25.9
Per buying family								
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....		2.04	2.23	2.31		1.52	1.43	1.46
August.....		2.08	2.31	2.36		1.51	1.44	1.45
September.....		2.16	2.36	2.40		1.51	1.43	1.43
October.....		2.21	2.39	2.24		1.54	1.46	1.49
November.....		2.15	2.41	2.24		1.55	1.48	1.46
December.....		2.20	2.29	2.37		1.59	1.53	1.47
January.....		2.18	2.29	2.46		1.57	1.48	1.46
February.....		2.15	2.25	2.37		1.58	1.51	1.45
March.....		2.10	2.24	2.37		1.55	1.50	1.43

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